

Savvy Marketing System

Workbook

A step-by-step checklist and workbook for the system building in Savvy Startup Marketer course.

STEP 1: WEBSITE

Our system starts with a simple website. No need to include all the customization and pages filled with info yet - all the new business needs is a one or two page site with the essentials for getting those first customers.

Home Page

What you do _____

Business Name _____

Business Tagline _____

Who it's for _____

Introduce Yourself (briefly) _____

What to expect/steps of service

1 _____

2 _____

3 _____

Three feature services/products

1 _____

2 _____

3 _____

Credibility/Testimonial/Reviews

FAQs

1 _____

2 _____

3 _____

4 _____

Contact Page

About - share your story in 2-3 paragraphs

Contact CTA

Make this feel like they're getting straight to you.

Lead Capture

What incentives can you use that your audience would easily drop their contact info for?

Website Finalization

- ☐ Carefully read every word for typos/mistakes
- ☐ Add privacy policy
- ☐ Check the mobile preview
- ☐ Add SEO to every section and image possible
- ☐ Publish to domain
- ☐ Check every button and link to make sure it goes to the right place

STEP 2: GOOGLE BUSINESS PROFILE

Every business, whether local or global, benefits from setting up a Google Business Profile. This is a quick and SEO-rich component to your system.

- ☐ Set up at <https://www.google.com/business/>
- ☐ Fill in as much detail as possible
- ☐ Complete verification
- ☐ Add as many reviews as possible

STEP 3: ANALYTICS

There are two amazing analytics platforms you can set up, connect to your website and then let store your marketing data on autopilot so it's there when you need it for making critical business decisions later.

Google Analytics

- ☐ Set up at <https://marketingplatform.google.com/about/analytics/?hl=en-US>
- ☐ Connect your GA4 Measurement ID to your website settings/analytics
- ☐ Customize your report dashboard

Google Search Console

- ☐ Set up at <https://search.google.com/search-console/welcome>
- ☐ Link to GA4 account

STEP 4: EMAIL

Our final platform will do a LOT of the heavy lifting in our system. Email marketing is the MVP of your lead communication, engagement and action.

ConvertKit

- ☐ Set up account at <https://convertkit.com>
- ☐ Grab API in "Advanced" settings
- ☐ Put API in Leadpages

BONUS: Take the Plan Your Email Marketing Course. FREE with your SSM enrollment!

**Go to Plan Your
Email Marketing**